

## ORDER



**Orders**  
**Order / Rev:** 723911  
**Alt Order #:** 06387394  
**Product Desc:** YOHO/CONGRESS #1965  
**Estimate:**  
**Flight Dates:** 10/23/12 - 11/05/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jorge Motta  
**Sales Office:** T-SF  
**Sales Region:** NAT

**Agency Name:** Dresner Wickers & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1819 Polk Street #373  
 San Francisco, CA 94109

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Yoho T/ R/ Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-1  
**Revenue Codes:** DIR, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	13	\$5,525.00	\$4,696.25
10/29/12	11/05/12	25	\$9,850.00	\$8,372.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$5,525.00	\$4,696.25	0.00
November 2012	25	\$9,850.00	\$8,372.50	0.00
<b>Totals</b>	<b>38</b>	<b>\$15,375.00</b>	<b>\$13,068.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jorge Motta			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	20%	\$15,375.00
Market	100%	\$76,875.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	38%	\$29,212.50
WJXX	11%	\$8,456.25
WTEV	31%	\$23,831.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/23/12	10/26/12	5a-530a	CM	M-F 5a-530a	- TWTF - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				5a-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		2				\$200.00		0.00			
2	WTLV	10/29/12	11/02/12	5a-530a	CM	M-F 5a-530a	MTWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
				5a-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		4				\$200.00		0.00			
3	WTLV	11/05/12	11/05/12	5a-530a	CM	M-F 5a-530a	M - - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				5a-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 723911  
Alt Order #: 06387394  
Flight Dates: 10/23/12 - 11/05/12

Advertiser: Yoho T/ R/ Congress  
Product Desc: YOHO/CONGRESS #1965  
Estimate: WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	11/05/12	11/05/12	5a-530a 5a-530a	CM	M-F 5a-530a	M- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$200.00		0.00			
4	WTLV	10/23/12	10/26/12	530a-6a 530a-6a	CM	530a-6a	- TWTF - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		2				\$200.00		0.00			
5	WTLV	10/29/12	11/02/12	530a-6a 530a-6a	CM	530a-6a	MTWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		4				\$200.00		0.00			
6	WTLV	11/05/12	11/05/12	530a-6a 530a-6a	CM	530a-6a	M- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$200.00		0.00			
7	WTLV	10/23/12	10/26/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		2				\$800.00		0.00			
8	WTLV	10/29/12	11/02/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF - -	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		3				\$800.00		0.00			
9	WTLV	10/23/12	10/26/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	- TWTF - -	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		2				\$475.00		0.00			
10	WTLV	10/29/12	11/02/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF - -	:30	4	\$475.00	P-1	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		4				\$475.00		0.00			
11	WTLV	10/23/12	10/26/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	- TWTF - -	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		1				\$575.00		0.00			
12	WTLV	10/29/12	11/02/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF - -	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF - -		2				\$575.00		0.00			
13	WTLV	10/23/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	- TWTFSS	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTFSS		4				\$400.00		0.00			
14	WTLV	10/29/12	11/04/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTFSS		5				\$400.00		0.00			
15	WTLV	11/05/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M- - - - -	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$400.00		0.00			
													Totals	38	\$15,375.00